



WFLX

## ORDER

Flight Dates 10/02/12-10/08/12

Contract / Revision 827677 / Sachs for FL Senate 34

Original Date / Revision 09/26/12 09/28/12 Agency Com 15%

Advertiser Sachs, Maria/D/FL Senate 34

Agency Dudley Media

Buying Contact

919 Catherine Street  
Philadelphia, PA 19147Product  
Sachs for FL Senate 34

Agency Com 15%

Billing Contact

919 Catherine Street  
Philadelphia, PA 19147

Sales Office H-VIR

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2

Alt Order # 06349619

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Agency Political Pol-Candid

Product Codes PL610

Priority P15

Advertiser Ref

Primary Account Executive  
Will Hildebrandt

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Will Hildebrandt  | 100%   |            |          |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| DFLX              | %          |        |
| WFGC              | %          |        |
| WPBF              | %          |        |
| WPEC              | %          |        |
| WPPB              | %          |        |
| WPTV              | %          |        |
| WPXP              | %          |        |
| WTCE              | %          |        |
| WTCN              | %          |        |
| WTVX              | %          |        |
| WXEL              | %          |        |

## Order Totals

## Billing Plan

| Month        | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| October 2012 | 19         | \$6,396.25 | \$7,525.00   | 0.00   | 10/01/12   | 10/08/12 | 19      | \$6,396.25 | \$7,525.00   |
| Totals       | 19         | \$6,396.25 | \$7,525.00   | 0.00   |            |          |         |            |              |

| Ln  | Ch   | Start             | End             | Inventory Code                          | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals<br>Spots Amount |          |
|-----|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|------------------------|----------|
| E 1 | WFLX | 10/02/12          | 10/05/12        | MORNING NEWS 8A<br>FOX 29 MORNING NEWS! | Comm  | 8-9A           | -TWTF-- | :30 | 4                 | \$100.00    | P 2 | 0.00          | NM   | 4                      | \$400.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
|     |      | Week: 10/01/12    | 10/07/12        | -TWTF--                                 |       |                |         |     | 4                 | \$100.00    |     | 0.00          |      |                        |          |
| E 2 | WFLX | 10/08/12          | 10/08/12        | MORNING NEWS 8A<br>FOX 29 MORNING NEWS! | Comm  | 8-9A           | 1-----  | :30 | 1                 | \$100.00    | P 2 | 0.00          | NM   | 1                      | \$100.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
|     |      | Week: 10/08/12    | 10/14/12        | 1-----                                  |       |                |         |     | 1                 | \$100.00    |     | 0.00          |      |                        |          |
| E 3 | WFLX | 10/02/12          | 10/05/12        | MORNING NEWS 7A<br>FOX 29 MORNING NEWS! | Comm  | 7-8A           | -TWTF-- | :30 | 4                 | \$100.00    | P 2 | 0.00          | NM   | 4                      | \$400.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |



**NAB**

BROADCASTS

**AGREEMENT FORM FOR  
POLITICAL BROADCASTS**STATION and LOCATION WFLX-TV West Palm Beach, FL Date 9-28-12I, Dudley Media (on behalf of) Maria SachsA legally qualified candidate of the Democratic political party for the office of FL State Senate District #34In the General election to be held on 11-6-12 do hereby request station time as follows:

| Length of Broadcast | Time of Day, Rotation or Package | Days | Class of time | Times per Week | No. of Weeks | Rate |
|---------------------|----------------------------------|------|---------------|----------------|--------------|------|
|---------------------|----------------------------------|------|---------------|----------------|--------------|------|

- See Attached -

|   |  |
|---|--|
| Date of First Broadcast<br><u>10-2-12</u> | Date of Last Broadcast<br><u>10-8-12</u> |
|---|--|

WFLX #827617

Total Charges:

\$ 6396.25 netThe broadcast time will be used by Maria SachsI represent that the payment for the above-described broadcast time has been furnished by Maria Sachs for State Senate

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Marilyn Abrams, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least \_\_\_\_\_ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal offices).

Date - -12

(Candidate or Agent)

Bob Dudley☒ Accepted☐ RejectedBy [Signature]Title GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

|              |                  |                    |                |
|--------------|------------------|--------------------|----------------|
| <b>TO:</b>   | John Heislman    | <b>STATION:</b>    | WFLX           |
| <b>FROM:</b> | Will Hildebrandt | <b>HRP OFFICE:</b> | WASHINGTON, DC |
|              |                  |                    |                |

**REQUEST RECEIVED FROM**

**DATE:** 9-27-12

|                 |   |
|-----------------|---|
| <b>BUYER:</b>   | Bob Dudley                                  |
| <b>AGENCY:</b>  | Dudley Media                                |
| <b>ADDRESS:</b> | 919 Catharine Street, Philadelphia PA 19147 |
| <b>PHONE #:</b> | 215 923 8812                                |
| <b>FAX #:</b>   |   |
| <b>OTHER:</b>   |   |

**AVAILS FOR**

|                     |  |
|---------------------|--|
| <b>COMMITTEE:</b>   | Maria Sachs for State Senate             |
| <b>CHAIRPERSON:</b> |  |
| <b>TREASURER:</b>   | Marilyn Abrams                           |
| <b>ADDRESS:</b>     | 818 156 Bridle Path Boca Raton, FL 33496 |
| <b>PHONE #:</b>     | 561 945 8800                             |
| <b>FAX #:</b>       |  |
| <b>OTHER:</b>       |  |

**FOR**

|                   |              |
|-------------------|--------------|
| <b>CANDIDATE:</b> | Maria Sachs  |
| <b>OFFICE:</b>    | State Senate |
| <b>PARTY:</b>     | Democrat     |

|  |            |
|--|------------|
| <b>DAYPARTS:</b>   | All        |
| <b>SCHEDULE DATES:</b>   | As Ordered |
| <b>COMMERICAL LENGTH:</b>  | :30        |
| <b>PROGRAMS:</b>   | All        |
| <b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b> |            |